SOFT DRINKS ☐ BEER ☐ BOTTLED WATER ☐ WINE ☐ POWDERS ☐ JUICES ☐ SPIRITS

JULY 9, 1982

Beverage Industry

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BI Package of the Week

Continental technique prints under PermaTabs.

CCC prints under PermaTab for new Squirt can promo

STAMFORD, CT — The first nationwide soft drink promotion for cans based on printing under the non-detachable tab, which was made possible by technology developed by Continental Can Co., USA, has been launched by SquirtCo.

In the SquirtCo promotion, which started June 1, consumers can win prizes by matching the under-the-tab number on Squirt and Diet Squirt can tabs with a rub-off number on a baseball game card. The game card accompanies a collectable Topps baseball card on can and bottle hangers. SquirtCo is funding the prizes and handling all entries for its bottlers. Winners will receive prizes ranging from $.50 to $1,000 in groceries. Cooperative promotion materials available to bottlers will include selling folders, pole toppers, newspaper ad slicks and a radio spot commercial.

"Until this technological breakthrough, promotion options involving non-detachable tabs were limited to scratch embossing, which lacks the legibility, security, and manufacturing latitude to randomly distribute winning and non-winning tabs on an equitable basis," said Michael Fogarty, president of SquirtCo, "and we are pleased that our bottlers now have the opportunity to promote the full range of soft

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A&W franchises BMI, PBG, Zetz Bottling Co.

NEW YORK—A&W Beverages Inc., has signed agreements with Pepsi-Cola Bottling Group (PBG), Zetz 7UP Bottling Co., Inc., and Beverage Management Inc., of of Columbus, OH to distribute regular and sugar free A&W Root Beer.

PBG will distribute the product in parts of Pennsylvania and New Jersey, Zetz in the New Orleans and Baton Rouge areas, and Beverage Management in most of Ohio and parts of West Virginia and Kentucky.

Initial packaging for the PBG distribution area will include 12 oz. cans, 10 oz. and 16 oz. nonreturnables and 2-L PET, while packaging in the Beverage Management area will include 12 oz. cans, 16 oz. PlastiShield, 16 oz. returnable and 2-L PET.

A&W is the nation's largest selling root beer brand, representing about 2% of the soft drink market and over 30% of all root beer sold nationally. It is distributed by over 250 bottlers in 49 states.

BI Week

• Sweet'N Low has granted MBC Beverages Inc. the rights to use the name on new line of diet soft drinks. Sweet'n Low beverages set to debut in Twin Cities in late July-early August. Coke Midwest is contract packing, Fist Brokerage is warehousing and distributing. Eight flavors, including two colas (one sugar-free the other caffeine-free and sugar-free), to be introduced in that market; 13 flavors formulated to date. See next issue, Package of the Week, for details.

• The New York State forced deposit legislation may cost producers, distributors and retailers even more than the $400 million originally anticipated. Miller's Fulton brewery, serving a number of

(Continued on page 31)

Royal Crown, FDA in flap over caffeine-free labels

WASHINGTON, DC — Royal Crown will not be allowed to label its decaffeinated cola as "caffeine free," the Food and Drug Administration maintains.

The cola manufacturer sought such a labeling designation, even though its product does contain less than one part per billion of caffeine.

Royal Crown was the first company to offer "sugar free" cola in 1965, when FDA approved the term since the sugar quantity was so small "as to be undetectable in standard testing procedures," said Noland Murrah, the firm's general counsel. He said that the decaffeinated cola contains "caffeine levels far smaller than the minute amount

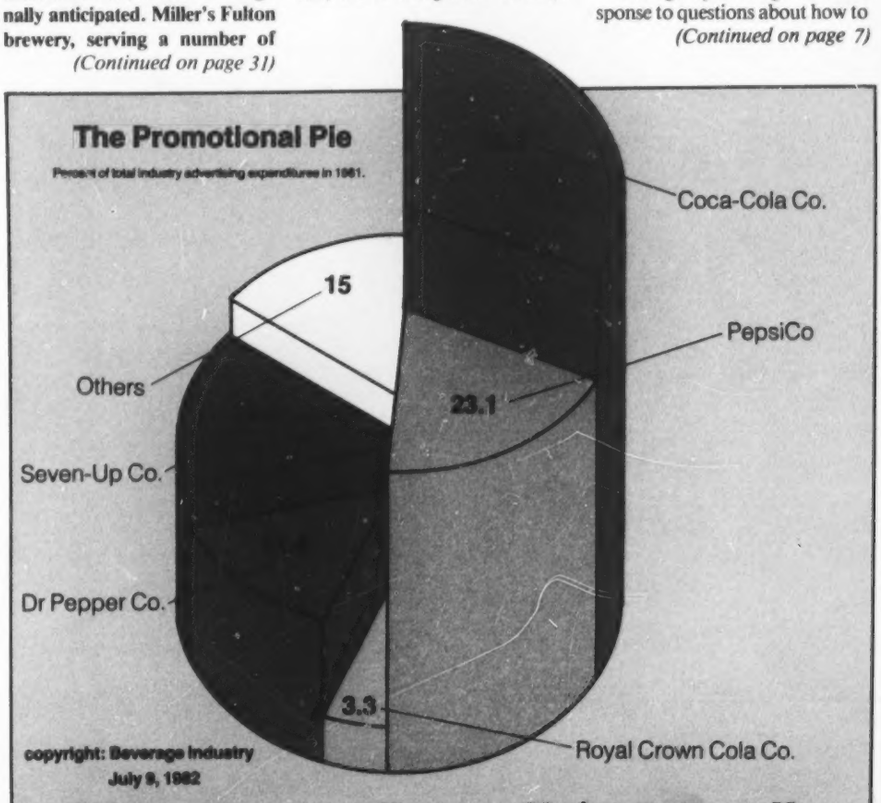
(Continued on page 10)

Low alcohol wines are subject to food label regs.

WASHINGTON, DC — When "light" wine contains less than 7% alcohol, it ceases to be considered a wine, and is subject to food labeling regulations, claims the Food and Drug Administration.

The agency's ruling was in response to questions about how to

(Continued on page 7)



SD ad spending off $15.5 mil.

By Robert Kreutzer
Senior Editor

SPECIAL REPORT—Effects of the allocation of promotional funds to different mediums is clearly evident in recently revised advertising expenditures of U.S. soft drink companies. The numbers show that total outlays in six measured media dropped by $15.5 million, 1980 to '81.

Working with the Television Bureau of Advertising, Beverage Industry was able to correct some of the figures contained in

(Continued on page 10)

BEST AVAILABLE COPY

Contents

Ad expenditures down but sales still up

Soft drink companies are spending less money on advertising then they have in the past years. Total outlays dropped by some $15.5 million, 1980 to 81. The six forms of media used were magazine, newspaper supplements, network and spot television, network radio, and outdoor. Soft drink firms spent $230 million last year promoting brands in these media. The result was a 2.7% increase in sales. For complete details on advertising expenditures in 1981, see **page 1.**

Pabst changes ads, aims at women

Pabst Brewing has three new commercials now on the air to push its flagship brand. The new ads feature non-actors who speak in their own words about the product. They represent a further move away from the usual TV commercial. One of the ads is aimed specifically at the female segment of the market, one which had previously been neglected. For a look at the advertising and more details, see **page 4.**

Less inflation to aid industry

Declining inflation, which will bring lower interest rates, will have investors ready to invest in new packaging equipment, according to Arthur R. Schaefer, president of NJM, Inc. and chairman of the show committee of PMMI. Schaefer believes that although government spending will keep interest rates at a higher than normal rate, that rate leaves plenty of room for decline. For more information on the effects of inflation and interest rates, see **page 4.**

Norand system makes route sales easier

Norand's new route-commander system is designed to make life easier for the route driver-salesman. A briefcase sized computer used right in the truck eliminates paper work so the salesman has more time to sell. The system also makes it almost impossible to make a mistake, and is theft proof. Invoices are automatically printed out, and at the end of the work day, all information is sent to the company's main frame computer to be stored. To find out more about the system, and how Dalhart Coca-Cola Bottling Co. of Texas has made it work for them, see **page 5.**

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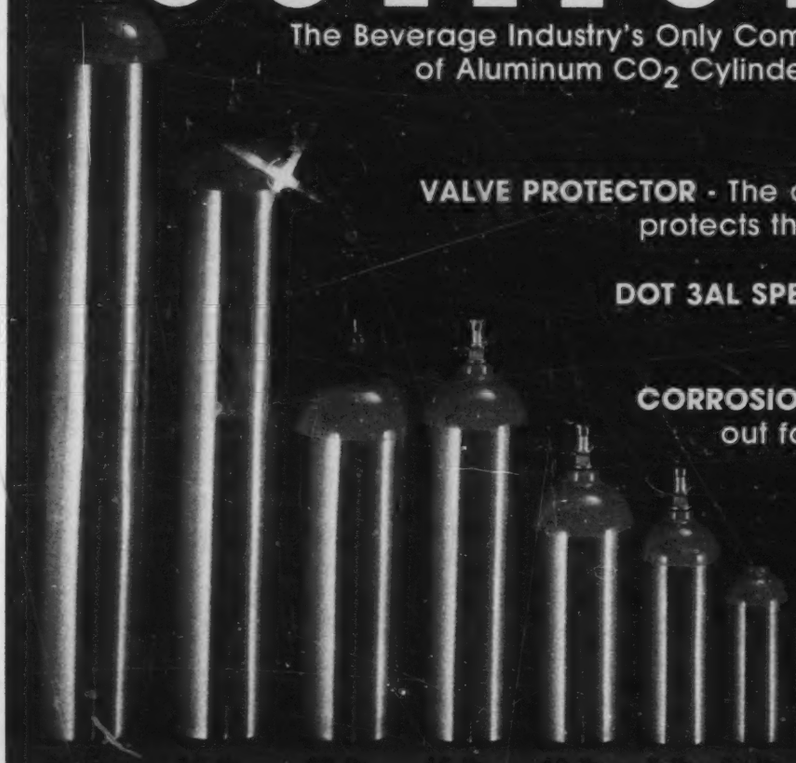
THE LUXFER COLLECTION

The Beverage Industry's Only Complete Line of Aluminum CO_2 Cylinders



VALVE PROTECTOR - The only carrying handle that protects the valve where others fail

DOT 3AL SPECIFICATION - on all CO_2 cylinders

CORROSION RESISTANT - Inside and out for a rust-free surface

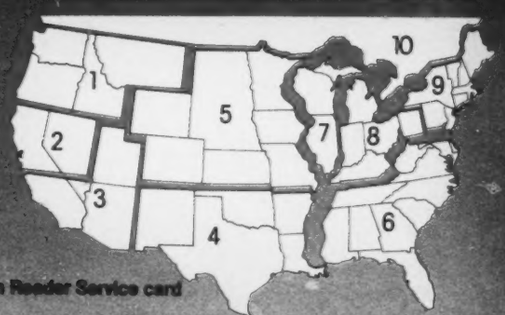
LIGHTWEIGHT - Up to 40% lighter than steel

LOW MAINTENANCE - Exterior never needs painting

AVAILABLE IN 7 SIZES

20 lb. 15 lb. 10 lb. 5 lb. 2½ lb.

Contact the Luxfer Aluminum Cylinder Distributor in your area:



1. [illegible]

2. LLOYD JONES ENTERPRISES 1745 Amherst Way Woodland, CA 95695 (916) 758-2080

3. CONWIN CARBONIC COMPANY P.O. Box 33908 Los Angeles, CA 90039 (213) 245-2842

4. ATCHISON & ASSOCIATES P.O. Box 36366 Dallas, TX 75235 (214) 521-2129

5. FORD FAIRMONT COMPANY 611 Southwest Blvd Kansas City, MO 64108 (816) 421-3600

1450 Wynkoop Street Denver, CO 80202 (303) 572-1764

Toll Free Outside MO: 800-821-2264 Toll Free Inside MO: 800-892-2425

6. W.R. ANDREWS ASSOCIATES P.O. Drawer 867 Holly Hill, FL 32017 (904) 255-2261 Toll Free: 800-874-0133

7. Joe [illegible] 1250 [illegible] Road Arlington Heights, IL 60005 (312) 437-2287

8. KEN ZEHNDER & ASSOCIATES, INC. P.O. Box 242 Crestline, OH 44827 (419) 683-1191

9. JOE KIRWAN COMPANY P.O. Box 282 Nutley, NJ 07110 (201) 661-0100

10. SIMCO LTD. 1589 The Queensway Unit 6 & Unit 9 Toronto, Ontario Canada M8Z 5W9 (416) 252-7236 (416) 252-7644

Circle no. 102 on Reader Service card

Luxfer USA Limited

1995 Third Street, P.O. Box 5300, Riverside, CA 92517
Telephone (714) 684-5110 TWX 910-332-1755

Per case SD ad expenditures, 1980-'81

(¢ per case)

	1980	1981
Coca-Cola Company		
Coca-Cola	2.51	2.62
Sprite	6.26	6.46
Tab	6.70	7.04
Fanta	—	—
Mr. Pibb	3.08	2.06
Mello Yello	6.80	5.28
Fresca	28.08	15.42
Others	0.40	5.00
Total	**3.52**	**3.53**
PepsiCo		
Pepsi-Cola	3.76	2.15
Diet Pepsi	7.53	6.99
Mountain Dew	6.04	6.09
Pepsi Light	21.67	17.24
Teem	0.67	0.71
Others	3.53	—
Total	**4.69**	**3.42**
Seven-Up		
Seven-Up	8.04	7.77
Sugar-Free Seven-Up	12.34	10.14
Howdy Flavors	—	—
Dixie Cola	—	—
Total	**8.54**	**8.03**
Dr Pepper		
Dr Pepper	3.41	2.98
Sugar-Free Dr Pepper	4.20	3.90
Others	—	—
Total	**3.60**	**3.16**
Canada Dry		
Canada Dry	6.93	8.13
Barrelhead	8.50	5.59
Others	—	—
Total	**5.60**	**6.50**
Welch's	**8.67**	**5.06**
Others	—	—
Grand Total	**3.91**	**3.78**
Royal Crown		
Royal Crown	3.99	1.95
Diet-Rite Cola	9.19	13.78
Nehi and Others	0.20	0.23
Total	**3.94**	**3.29**
Crush International		
Hires, Crush, etc.	0.48	—
Sun Drop	—	—
Total	**0.42**	—
Dad's Root Beer		
Dad's Root Beer	1.76	1.47
Diet Dad's	—	—
Bubble Up	2.56	1.08
Total	**1.77**	**1.18**
Schweppes	**7.41**	**6.94**
A & W Root Beer	**7.07**	**7.38**
Squirt	**0.74**	**0.78**
Faygo	**0.90**	**6.75**
All Others	**2.68**	**3.44**
Industry Average	4.06	3.70

Source: Lehman Brothers Kuhn Loeb Research (revised).

Copyright: John Maxwell, Beverage Industry, July 9, 1982

Advertising

(Continued from page 1)

year-end reports from Leading National Advertisers. The major revisions were in the spot TV category, i.e. local market funds which were most susceptible to conversion to other methods of promotion.

Soft drink companies spent about $230 million last year promoting brands in the six media: magazines, newspaper supplements, network and spot television, network radio and outdoor. During the same period, the industry managed to increase total sales by a modest 2.7%.

Industry average

On average, the industry spent 3.70 cents per case for advertising in 1981. Companies spent more per case on the diet drinks than they did on regulars.

It should be noted that a few industry sources suggested that soft drink companies spent at least as much last year on advertising and promotion as in 1980. Others indicated that while **BI's** year-end total may be conservative, the overall reduction is realistic.

As they did in 1980, Coca-Cola and PepsiCo combined ac-

Owens-Illinois reorganizes staff functions, operations

TOLEDO, OH — Reorganization of the operations and staff functions of Owens-Illinois, Inc., to facilitate profitable growth of the company around the world, was announced by Edwin D. Dodd, chairman and chief executive officer.

Robert J. Lanigan, president and chief operating officer, said the company's former domestic and international operations are being replaced by a worldwide organization structure along product lines.

These new Worldwide Operating Groups, Lanigan said, are Glass Container, Forest Products, Health Care, Plastic Products & Closure, and Consumer Products. These product groups combine eight domestic divisions operating 103 plants and four international divisions with affiliates and associates operating 100 facilities in 22 countries outside the U.S.

"Each of these groups now is responsible for managing the international businesses of the company in its product lines and for expansion of these product lines into profitable new markets," Lanigan said. "This new structure aligns the company's existing product lines into groups with distinct markets, proprietary technology, common production capabilities, and raw material needs," he added.

The Glass Container Group is made up of the company's Glass Container Division and affiliated glass container companies in West Germany, the United Kingdom, Spain, Asia and the Far East, and Latin America.

The Forest Products Group includes the Forest Products Division and affiliated containerboard and box operations in Mexico and France.

Health Care Group is made up of the Kimble Division, Prescriptionware, formerly in the Closure Division, and affiliates producing health care packaging in Germany, Indonesia, Mexico, Italy, and the United Kingdom. The company's interest in Health Group Inc., a hospital management company, also is a part of this group.

The Plastic Products & Closure Group consists of the Plastic Products and Closure Division, as well as affiliates producing resin in Taiwan and plastic beverage containers in Chile.

The new Consumer Products Group includes Libbey Glass, Television Products, and Component Product Divisions, as well as affiliates and associates producing table glassware in Belgium and Japan, glass television parts in Korea and Japan, and foam plastic products in Australia and Japan.

Named by O-I as group vice presidents to head these Wordwide Product Groups are: Glass Container Group, Joseph H. Lemieux, formerly group vice president, domestic Glass Container & Closure Group; Forest Products Group, William Laimbeer, formerly general manager of the Forest Products Division; Health Care Group, Bill B. Jones, formerly group vice president of Consumer & Technical Products; Plastic Products & Closure Group, William J. Graham, formerly general manager of the domestic Plastic Products Division; Consumer Products Group, Laurence W. Hecht, formerly general manager of the domestic Television Products Division.

To facilitate the orderly development of Wordwide Product Group organizations, Lanigan announced that an International Staff has been formed as a part of O-I operations.

Robert H. Little, vice president of Owens-Illinois and formerly director of administration for International Operations, has been named to head the International Staff, which will expedite development of international business and help define foreign investment policies.

In addition to the change in operating structure, the appointment of three corporate staff executives as senior vice presidents of the company was announced by William F. Spengler, vice chairman and chief administrative officer. They are Jerome A. Bohland, O-I senior vice president-finance; Richard L. Berry, O-I senior vice president-administration; James A. Sprunk, O-I senior vice president-general counsel and secretary.

Lanigan was elected president and chief operating officer of Owens-Illinois on April 21 this year. He formerly was president and chief operating officer of International Operations. On that same date, Spengler, formerly president and chief operating officer, Domestic Operations, was elected vice chairman and chief administrative officer. Dodd has been CEO of Owens-Illinois since 1972 and chairman of the board since 1976.

Caffeine free

(Continued from page 1)

of sugar in 'sugar free' colas. We simply asked that FDA apply the same rule since the standard testing procedures would not detect the caffeine levels," Murrah stressed.

But FDA contends that the sugar and caffeine situations are not identical, and denied Royal Crown's labeling request. In a letter to the company, Taylor Quinn, Bureau of Foods' associate director for compliance, argued that with "sugar free" products, consumers expect the products to be "low in calories or significantly reduced in calories."

But calling a product "caffeine free"—even when it contains very small amounts — "is unacceptable and is not in the best interest of consumers," Quinn wrote. He did say, however, that FDA would not object if Royal Crown used such labeling on a product containing no caffeine, or chose to state on its decaffeinated colas that it contained less than one part per billion of caffeine or show a percentage of caffeine content.

Murrah said that while the cola will continue to be labeled as decaffeinated, he was uncertain at presstime whether Royal Crown would follow FDA's other labeling suggestions.

counted for more than half the total industry outlays for soft drink advertising in 1981.

Coca-Cola raised its ad outlays in the period by $2.4 million. Coke was the only major producer with an increase. In cents per case, Coca-Cola was almost exactly even in the two years. The company spent more on Coke, Sprite and Tab; it greatly reduced funding for Fresca.

PepsiCo total expenditures for soft drinks went down significantly, by $15.5 million. However, the company increased sales '80 to '81 by 5.6%, the largest increase of the major producers.

Coke and Pepsi market-by-market strategies are discernible by examining the revised LNA data. For example, PepsiCo spent $16 million less in '81 on Pepsi Cola. That money came out of network television: $20.5 million in '80; $4.4 million last year.

The company spent about the same ($18.5 million) each year for spot TV ads. But, following a previously-announced marketing pattern, PepsiCo put more emphasis on "customizing" its Pepsi Challenge ads as "awareness levels" of the program reached more regions of the country.

PepsiCo also avoided magazine ads entirely in both years to promote the flagship brand. Coca-Cola spent around $200,000 in both years promoting its flagship brand in magazines.

Coke increased its spot advertising on TV about $4 million in '81 to the tune of $20.4 million. Coke also took about a million dollars off its network TV budget for 1981.

While PepsiCo raised its outdoor budget for Pepsi by about $200,000, '80 to '81, Coca-Cola maintained its $2.4 million outdoor budget during both years.

7UP reduced

Seven-Up reduced ad expenditures $2.9 million, '80 to '81. The company also experienced a 2.8% decline in soft drink sales over the period.

With the new campaign positioning 7-UP as a decaffeinated cola, and with the introduction of Like decaffeinated cola, the company is expected to show a much greater level of advertising and promotion spending for 1982. At this writing, Like is being advertised in eight test markets.

The 7-UP brand budget for network TV dropped about $3 million, '80 to '81. The company also dropped a million dollars off its flagship brand budget for spot TV. The 7-UP brand outlay for outdoor ads was boosted from $446,000 in '80 to $1.9 million in '81.

The grand total of soft drink advertising outlays by the Dr Pepper Co. was virtually unchanged at $25.9 million in '80 and $25.3 million in '81. Funding for Canada Dry beverages went up $2.2 million, to $10.1 million in 1981.

Dr P off $1.3m

In 1980, Dr Pepper brand was allocated $5.3 million for spot TV ads; last year that figure was down to $2.2 million. Total expenditures for Dr Pepper brand in the six media were off $1.3 million.

At Dr Pepper Co., advertising money is lumped under a "marketing expenses for promotion/advertising" entry in the corporate budget. A source at the company said that entry increased $8 million, '81 over '80. The total co-op budget, not represented in LNA data, according to this source, rose 50% in the period. Co-op outlays is a system of matching funds from the franchiser to the bottlers utilizing a predetermined formula based on gallons sold.

Royal Crown Cola Co. dropped its ad spending '80 to '81 by $1.8 million, to a total of $8.2 million. Outlays for Royal Crown Cola brand were cut by more than half, from $6.5 million to $3.0 million. The company apparently shifted money into advertising for Diet-Rite Cola, which accounted for $3.4 million in '80 and $5.1 million in '81.

A source at the company said that BI's totals for Royal Crown Co. were low, perhaps by almost $4 million in 1981. He said that Royal Crown increased ad expenditures in the two-year period from $11 million to about $12 million. Royal Crown undoubtedly did increase outlays in the fourth quarter of '81, when it unveiled RC 100.

All of the so-called "second-tier" companies spent more ad dollars in '81 over '80. Schweppes' was up $200,000, A&W Root Beer rose $400,000, Squirt was up $100,000 and Faygo increased $1.5 million. Faygo spent 6.75 cents per case last year, compared with 0.90 cents the year before.

Also, all of these companies experienced significantly better sales over the two-year period. Faygo, for instance, raised unit volume sales 14%; Squirt was up 19%. Philip Feigenson, v.p. at Faygo, attributed his sales performance to a combination of effective promotion, a higher advertising budget and an enlargement of the distribution territory.

Soft drink ad expenditures, 1980-'81

	Unit Volume Basis: Percentage Total Market		Unit Vol. Change	Advertising Expenditures: 1980		1981	
	1980	1981	1980/81	$ Mil.	Pct.	$ Mil.	Pct.
Coca-Cola							
Coca-Cola	24.3%	24.2%	2.7%	$ 35.8	15.0%	$ 38.3	17.2%
Sprite	2.9	2.9	4.1	10.7	4.5	11.5	5.2
Tab	3.2	3.6	14.9	12.6	5.3	15.2	6.8
Fanta	1.7	1.5	(10.2)	—	—	—	—
Mr. Pibb	0.7	0.6	(12.8)	1.2	0.5	0.7	0.3
Mello Yello	0.8	0.9	6.0	3.4	1.4	2.8	1.3
Fresca	0.4	0.4	6.0	7.3	3.1	3.7	1.7
Others	0.4	0.4	4.0	0.1	—	1.3	0.6
Total	**34.4%**	**34.5%**	**3.0%**	**$ 71.1**	**29.8%**	**$ 73.5**	**33.1%**
PepsiCo							
Pepsi-Cola	17.9%	18.3%	4.5%	$ 39.7	16.7%	$ 23.7	10.6%
Diet Pepsi	2.6	2.9	12.3	11.6	4.9	12.1	5.4
Mountain Dew	2.9	3.0	5.9	10.2	4.3	10.9	4.9
Pepsi Light	0.4	0.5	20.8	5.2	2.2	5.0	2.2
Teem	0.3	0.2	(6.7)	0.1	—	0.1	—
Aspen	—	—	(5.9)	0.5	0.2	—	—
Others	0.3	0.2	—	—	—	—	—
Total	**24.4%**	**25.1%**	**5.6%**	**$ 67.3**	**28.3%**	**$ 51.8**	**23.1%**
Seven-Up							
Seven-Up	5.4%	5.0%	(5.0)%	$ 25.5	10.7%	$ 23.4	10.5%
Sugar-Free Seven-Up	1.1	1.2	9.4	7.9	3.3	7.1	3.2
Howdy Flavors	—	—	—	—	—	—	—
Dixie Cola	0.2	0.1	(11.1)	—	—	—	—
Quirst	—	—	—	—	—	—	—
Total	**6.7%**	**6.3%**	**(2.8)%**	**$ 33.4**	**14.0%**	**$ 30.5**	**13.7%**
Dr Pepper							
Dr Pepper	5.5%	5.4%	0.9%	$ 11.0	4.6%	$ 9.7	4.4%
Sugar-Free Dr Pepper	1.2	1.3	15.1	2.9	1.2	3.1	1.4
Others	—	—	—	0.2	0.1	—	—
Total	**6.7%**	**6.7%**	**3.4%**	**$ 14.1**	**5.9%**	**$ 12.8**	**5.8%**
Canada Dry							
Canada Dry Beverages	2.0%	2.2%	8.8%	$ 7.9	3.3%	$ 10.1	4.5%
Barrelhead	0.3	0.2	(6.5)	1.3	0.5	0.8	0.4
Others	0.5	0.4	(19.4)	—	—	—	—
Total	**2.8%**	**2.8%**	**2.1%**	**$ 9.2**	**3.8%**	**$ 10.9**	**4.9%**
Welch's	**0.5**	**0.5**	**5.3**	**2.6**	**1.1**	**1.6**	**0.7**
Others	**1.3**	**1.0**	**(19.3)**	**—**	**—**	**—**	**—**
Grand Total	**11.3%**	**11.0%**	**1.0%**	**$ 25.9**	**10.8%**	**$ 25.3**	**11.4%**
Royal Crown							
Royal Crown	2.9%	2.8%	1.5%	$ 6.5	2.7%	$ 3.0	1.3%
Diet-Rite Cola	0.6	0.6	—	3.4	1.4	5.1	2.3
Nehi and Others	0.8	0.7	(14.0)	0.1	—	0.1	—
Total	**4.3%**	**4.1%**	**(1.8)%**	**$ 10.0**	**4.1%**	**$ 8.2**	**3.3%**
Crush International							
Hires, Crush, etc.	3.2%	3.2%	3.9%	$ 0.9	0.4%	—	—%
Sun Drop	0.4	0.4	1.9	—	—	—	—
Total	**3.6%**	**3.6%**	**3.7%**	**$ 0.9**	**0.4%**	**—**	**—**
Dad's Root Beer							
Dad's Root Beer	0.6%	0.6%	(0.3)%	$ 0.6	0.2%	$ 0.5	0.2%
Diet Dad's	0.1	0.1	1.5	—	—	—	—
Bubble Up	0.3	0.3	18.6	0.4	0.2	0.2	0.1
Total	**1.0%**	**1.0%**	**5.1%**	**$ 1.0**	**0.4%**	**$ 0.7**	**0.3%**
Schweppes	**1.1%**	**1.2%**	**11.1%**	**$ 4.8**	**2.0%**	**$ 5.0**	**2.2%**
A&W Root Beer	**1.0**	**1.0**	**5.2**	**4.1**	**1.7**	**4.5**	**2.0**
Squirt	**0.9**	**1.1**	**19.0**	**0.4**	**0.2**	**0.5**	**0.2**
Faygo	**0.4**	**0.4**	**14.0**	**0.2**	**0.1**	**1.7**	**0.8**
All Others	**10.9**	**10.7**	**—**	**19.3**	**8.1**	**21.2**	**9.5**
Total	**100.0%**	**100.0%**	**2.7%**	**$238.4**	**100.0%**	**$222.9**	**100.0%**

Sources: Leading National Advertisers Inc., TV Bureau of Advertising from Broadcast Advertisers Reports and Lehman Brothers Kuhn Loeb Research.

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